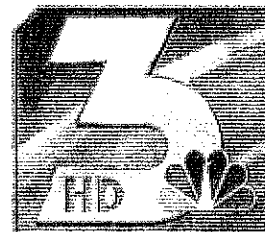


ORDER

KSNV

Orders
Order / Rev: 106114
Alt Order #: 06848583
Product Desc: JOE HECK 4 CONGRESS
Estimate: 2643
Flight Dates: 09/03/12 - 09/16/12
Original Date / Rev: 08/30/12 / 10/09/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Strategic Media Placement, Inc.
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Heck, Joe for Congress *Revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	46	\$27,600.00	\$23,460.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	46	\$27,600.00	\$23,460.00	0.00
Totals	46	\$27,600.00	\$23,460.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	30%	\$27,600.00
Market	100%	\$92,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$30,360.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	31%	\$28,520.00
KTUD	1%	\$920.00
KVVU	2%	\$1,840.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,760.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wagners	6-7a		MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----			2			\$700.00		0.00			

Order / Rev: 106114
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Advertiser: Heck, Joe for Congress
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 Estimate: 2643
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MT-----					2	\$700.00		0.00			
E 2	KSNV	09/07/12	09/07/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$450.00		0.00			
E 3	KSNV	09/10/12	09/14/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-WTF--	:30	4	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$450.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		4	KSNV	09/10/12-09/16/12	M-F 6-7a WakeUp w/Wagner	6-7a	M-WThF----	:30		(\$450.00)		0.00	NM		
Credited [credit - mg on est 2797]															
E 4	KSNV	09/06/12	09/07/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$550.00	2	0.00	NM	2	\$1,100.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$550.00		0.00			
E 5	KSNV	09/10/12	09/14/12	Today Show Today Show	CM	658a-9am	M-WTF--	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$550.00		0.00			
E 6	KSNV	09/03/12	09/05/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$1,000.00		0.00			
E 7	KSNV	09/06/12	09/07/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--					2	\$725.00		0.00			
E 8	KSNV	09/10/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	M-WTF--	:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$725.00		0.00			
E 9	KSNV	09/07/12	09/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	\$725.00	2	0.00	NM	1	\$725.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$725.00		0.00			
E 10	KSNV	09/10/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-W-F--					3	\$725.00		0.00			
E 11	KSNV	09/03/12	09/05/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	M-W----	:30	2	\$800.00	2	0.00	NM	1	\$800.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----					1	\$800.00		0.00			
E 12	KSNV	09/06/12	09/07/12	FacetoFace/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	2	\$400.00	2	0.00	NM	2	\$800.00

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 Estimate: 2643
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					2	\$400.00		0.00			
E 13	KSNV	09/10/12	09/14/12	FacetoFace/Ralston Rep	CM	730-758pm	M-WTF--	:30	4	\$400.002		0.00	NM	4	\$1,600.00
				Face to Face w/ J.Ralston											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$400.00		0.00			
E 14	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$750.002		0.00	NM	1	\$750.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$750.00		0.00			
E 15	KSNV	09/10/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WTF--	:30	4	\$750.002		0.00	NM	4	\$3,000.00
				M-F News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--					4	\$750.00		0.00			
E 16	KSNV	09/08/12	09/15/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	2	\$450.00
				Saturday Today											
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$225.00		0.00			
Week:		09/10/12	09/16/12	-----S-					1	\$225.00		0.00			
E 17	KSNV	09/09/12	09/16/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	1	\$200.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$200.00		0.00			
Week:		09/10/12	09/16/12	-----S					1	\$200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/10/12-09/16/12		Sunday Today		7a-8am	-----Su	:30		(\$200.00)		0.00	NM		
				Credited											
				[credit - mg on est 2797]											
E 18	KSNV	09/08/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$225.003		0.00	NM	2	\$450.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-					1	\$225.00		0.00			
Week:		09/10/12	09/16/12	-----S-					1	\$225.00		0.00			
E 19	KSNV	09/08/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	4	\$3,000.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----SS					2	\$750.00		0.00			
Week:		09/10/12	09/16/12	-----SS					2	\$750.00		0.00			
N 20	KSNV	09/05/12	09/05/12	News 3 Live in Prime	CM	7-10pm	--W----	:30	1	\$1,000.001		0.00	NM	1	\$1,000.00
				News 3 in Prime											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$1,000.00		0.00			
N 21	KSNV	09/05/12	09/05/12	RALSTON in PRIME	CM	8-11pm	--W----	:30	1	\$800.002		0.00	NM	1	\$800.00
				Face to Face in PRIME											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----					1	\$800.00		0.00			
													Totals	46	\$27,600.00